WENWEN CAO

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EDUCATION

University of Minnesota

2028* Ph.D. in Mass Communication, Hubbard School of Journalism and Mass Communication
Advisors: Drs. Jisu Huh & Alvin Zhou
Affiliation: Minnesota Computational Advertising Lab (MCAL)

2024+ Research Assistant

University of Melbourne

2023 M.A. in Marketing Communication
Thesis: *Exploring Chinese Young Consumers' Emotional Response to Femvertising*
Advisor: Dr. Wonsun Shin

Southwest University

2021 B.Eng. in Software Engineering
Thesis: *Weibo Text Sentiment Analysis based on Deep Learning*

RESEARCH

UR = Under Review   P = Peer-reviewed Presentation   NP = Invited and Non–Peer-Reviewed Presentations

Work in Progress

[UR1] **Cao, W.**, & Shin, W. (R&R). Femvertising Beyond the West: Affective, Attitudinal, and Behavioral Responses among Young Chinese Consumers.

[UR2] Sudheendra, SM., Zhang Z., **Cao, W.**, Huh, J., & Srivastava, J. (Under Review). Beyond Citations: A cross-domain metric for dataset impact and shareability.

Presentations

[P11] **Cao, W.** (2026). *Between Fuels and Dampeners: Emotional Trade-offs in Retweet Network of Controversial Advertising.* American Academy of Advertising (AAA) Conference, Austin, TX.

[P10] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Consumer Perceptions of Data-Driven Ad Personalisation and Privacy Regulations.* Australian and New Zealand Marketing Academy (ANZMAC) Conference, Sydney, Australia.

[P9] **Cao, W.** (2025). *Emotion in Motion: How Discrete Emotions and Their Intensity Drive the Diffusion of Gendered Controversial Advertising on Social Media.* Association for Education in Journalism and Mass Communication (AEJMC) Conference (Advertising Division), San Francisco, CA.

[P8] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Empowering or Hindering? How Today's Digital Media Consumers Really Feel About Data Privacy Issues and Privacy Protection Regulations.* Association for Education in Journalism and Mass Communication (AEJMC) Conference (Mass Communication & Society Division), San Francisco, CA.

[P7] Shin, W., Huh, J., Chen, B., & **Cao, W.** (2025). *Behind the click: Unveiling consumer perceptions about data privacy and data-driven advertising personalization.* International Conference on Research in Advertising (ICORIA), Rotterdam, Netherlands

[P6] **Cao, W.** (2025). *Does Body Positivity Sell? Understanding Consumer Reactions Toward Body Positivity Campaigns on Social Media.* International Association for Media and Communication Research (IAMCR) Conference, Singapore.

[P5] **Cao, W.**, & Shin, W. (2025). *Empowering Ads, Empowered Responses: Unveiling the Emotional and Behavioral Impact of Femvertising in China.* American Academy of Advertising (AAA) Conference, Pittsburgh, PA.

[P4] **Cao, W.** (2024). *"Equally objectifying all genders": Gender and self-presentation differences among 'edge-touching' influencers on Douyin.* Association for Education in Journalism and Mass Communication (AEJMC) Conference (International Communication Division), Philadelphia, PA.

[P3] **Cao, W.** (2024). *Empowering ads, empowered responses: Unveiling the emotional and behavioral impact of femvertising in China on social media.* Association for Education in Journalism and Mass Communication (AEJMC) Conference (Advertising Division), Philadelphia, PA. **[Top Student Paper Award]**

[P2] Wang, H., Wang, D., & **Cao, W.** (2024). *Can disconnection make us discuss politics freely? A moderated-mediation model of cross-cutting exposure on social media political expression via politically motivated unfriending and blocking contingent upon fear of social isolation.* International Communication Association (ICA) Preconference on "Digital Asia", Gold Coast, Australia.

[P1] **Cao, W.** (2020). *A Louvre emergency escape model based on ant colony algorithm.* 2020 International Conference on Data Processing Techniques and Applications for Cyber-Physical Systems.

[NP1] **Cao, W.**, & Sun, J. (2025). *Feeling Machines: How Emotional Expression in GenAI Chatbots Shapes Consumer Decisions.* Navigating the GenAI Landscape: A UMN Forum for Exploration and Discovery, Minneapolis, MN.

Awards and Honors

2026 Graduate Student Travel Scholarship, American Academy of Advertising

2025 Dan Wackman First-Year Graduate Student Research Award, University of Minnesota

2025 Diversity and Inclusion Career Development/MCSD Fellowship, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication (AEJMC)

2025 Shea Fellowship, University of Minnesota

2024 Travel Grant, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

2024 Top Student Paper Award, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

2021	Outstanding Undergraduate Thesis, Southwest University (China)
2021	Outstanding Graduates, Southwest University (China)
2019	Honorable Mention of MCM, Consortium for Mathematics and its Applications
2019	First Class Scholarship, Southwest University (China)
2019	First Prize of Province Level, China Undergraduate Mathematical Contest in Modeling
2018	Advanced Student in Culture & Arts Activities, Southwest University (China)

TEACHING

University of Minnesota

Teaching Assistant

2026	JOUR 3004, Info for Mass Communication
2025	JOUR 4274W, Advertising in Society
2025	JOUR 4251, Psychology of Advertising
2024	JOUR 1501, Digital Games and Society

Guest Lectures

2025	JOUR 4251, Psychology of Advertising, University of Minnesota
	Topic: Behavior

SERVICE

Review

Journal Reviews (by alphabetical order, 5 original manuscripts reviewed):
Journal of Advertising Research (x4); *Journal of Interactive Advertising* (x1);

Conference Reviews (by alphabetical order, 6 original manuscripts reviewed):
International Communication Association (ICA) — Mass Communication & Society (x3), Computational Methods (x2), *Association for Education in Journalism and Mass Communication (AEJMC)* — Advertising (x1)

Community Service

2026+	Communications Committee, American Academy of Advertising (AAA)
2025+	Social Media Manager, Journal of Advertising
2025-2026	Graduate Student Interest Committee, American Academy of Advertising (AAA)
2024+	Graduate Student Representative, Advertising Division, Association for Education in Journalism and Mass Communication (AEJMC)

Departmental Service

2022 Student Member in Arts student Forum, University of Melbourne
2022 Orientation Welcome Centers Volunteer, University of Melbourne

ADDITIONAL SKILLS

Computational & Analytical Methods: Survey design, quantitative modeling, text analysis, visual content analysis, social network analysis
Programming & Software: RStudio, Python, SPSS, LaTeX
Languages: Mandarin (native), English (fluent)